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THE HEART'S DESIRE • Oh, lily! Though in raiment fair
thy virtue is expressed, the world will pass thee by and wear the
red rose on its breast.

ABOUT SOME MEN, SOME POSTERS, & SOME BOOKS

Those who scoff at posters and the craze for collecting them, little realize the vast amount of good posters are doing in the field of commercial art. My attention has been called to one lithographer who has made a large collection of French posters, that he may study their methods of reproduction, and thus learn how best to retain the artist's touch and individuality. When an American lithographer learns that there is something of more importance than everlasting technique, and his draughtsman, or the man who puts the colors on the stone;—learns that with his smooth, mechanical grain he has worked like a machine, and has in no sense interpreted the sketch he has attempted to reproduce, then it is proof that we have advanced, and that our hoardings will soon take on a more interesting appearance.

Some four or five years ago Will Crane did for the J. M. W. Jeffery Printing Co., in Chicago, the best theatrical posters that have ever been produced here. He was by far the best theatrical designer we have ever had. One wishes that Mr. Crane could have had the encouragement that such work merits and now receives, for the world has not produced a better than he was capable of becoming. In a later number we shall reproduce such of Mr. Crane's work as we can find.

In an early number there will be several reproductions in colors of some sketches by H. L. Bridwell, who has for ten years done the decorative work for the Stowbridge Lithographing Co., and who has also done many charming initials for "The Century," "St. Nicholas," and other magazines. Mr. Bridwell was one of the first men here to realize the beauty of pure decoration.

Howard Pyle's beautiful and strong illustration for Eugene Field's story, "The Werewolf," has all the elements of a poster.

Why doesn't this man give us a poster? Were he to design a theatrical poster to be used as a twenty-eight sheet stand, at least one thousand stands would be printed. This would give us, in round figures, over four running miles of art. Should the play advertised be a success, it would mean another thousand stands, or even more, and when Mr. Pyle realizes what this would mean to young students, he cannot look upon the poster as degrading.

It is only through such men as Mr. Pyle entering the ranks of poster designers that our dead walls can be relieved of the atrocities they now bear, and poster collecting be saved the good-natured ridicule which much of it now justly occasions.

Speaking of Howard Pyle reminds me that his books offer to students of decoration some of the best help obtainable; also some delightfully healthy stories, which add charm to the drawings.

In our advertising pages will be found two book reviews which we are proud to publish. The "History for Ready Reference and Topical Reading," is a truly grand book, and should be in every library; and we can use the same expression in regard to the Dictionary.

The next number of the Magazine will contain at least double the amount of text appearing in this number, and the space we wish to give to this department of notes will be much extended.

An interesting subject in a later number will be suggestions regarding newspaper headings.

Book-Plate by
Claude F. Bragdon

ANGEL'S VISITS • Oh! Genius! Envy not the art
Of fellow-lights; we know
The lamps are lit so far apart
They cannot dim your glow.

